

WORK LESS AND MAKE MORE!



All the gurus, consultants, sales reps, and fancy podium posers at conventions claim to have a magic pill that will boost your gross income.

They market to dentists' day and night with fancy 'pay-back' spreadsheets and promises of new-found riches, but only if you purchase their device, material, technique, system, etc.

Let's be honest:

Some of this is pure snake oil.

Brought to you by the Grifters!

Sidebar: Anyone need a government-backed training grant? Ha!

So, what can you do?

Raising the gross income of a dental practice will lift its value.

But to achieve that, you are often told you must work harder, work smarter, or worse, work more hours! 😞

Lowering overhead – now that's another story!

For every dollar we REDUCE in overhead, we generate a handsome Return on Savings (ROS).

Why?

Because the bottom line drives value far more than the top line. It's a market fact.

Where can you reduce overhead easily, with little to no investment?

Yes – you guessed it – **dental supplies.**

If the big corporates can buy supplies at half price, why can't you? Every practice owner knows exactly what dental supplies cost. We just need to look at the profit and loss statement.



How does a reduction in overhead impact the value of a dental practice?

Here's the money shot: for every \$10,000 saved, the value of your practice can increase by at least that amount, and in some markets, significantly more.

The cost-vs-benefit analysis – in FIVE simple statements:

1. No investment of your money
2. No investment of your time
3. Lower overhead
4. Higher free cash flow
5. Higher business value

Who wouldn't want to make their business worth more?

Now imagine this: a large 10-op practice spending \$200,000 per year on dental supplies. What if they could reduce that to \$100,000 per year?

The impact on profitability, and ultimately on practice value, would be enormous.

The ROS (Return on Savings) can reveal ~\$250,000 or more in increased business value.

I've studied every financial aspect of a dental practice. This I know with certainty:

1. You can't get your wages any lower right now – if anything, they are going up.
2. You can't negotiate with a landlord to meaningfully lower rent.
3. Don't dare to bargain with your laboratory. They are a critical partner in your crown and bridge program.
4. All other expenses in a dental practice are nickels and dimes compared to dental supplies.

I don't work for any dental supply companies, and I have absolutely no loyalty to any of them for any reason. In fact, some of them are direct competitors to my firm.

I have identified several reliable options for savings on dental supplies:

1. www.Sowingo.com
2. www.StreamDental.ca
3. www.DentalPeers.ca

DISCLOSURE:

I own shares in Sowingo, a private company.

I do not own shares in Stream Dental or Dental Peers.

Indirectly, I own shares in Henry Schein and Patterson via my pension plan portfolio.

Why do I invest in private or public dental companies?

Because I believe in the profession at large, and I know that dentists will continue to invest in the companies that support them.

My Ulterior Motive:

For you to lower dental supply costs and increase business value. One day, this will pay forward for me.

PS – please don't listen to the Grifters – only trust those who know the numbers.

If they have less than 10,000 hours working within one subject matter area, ignore them!

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